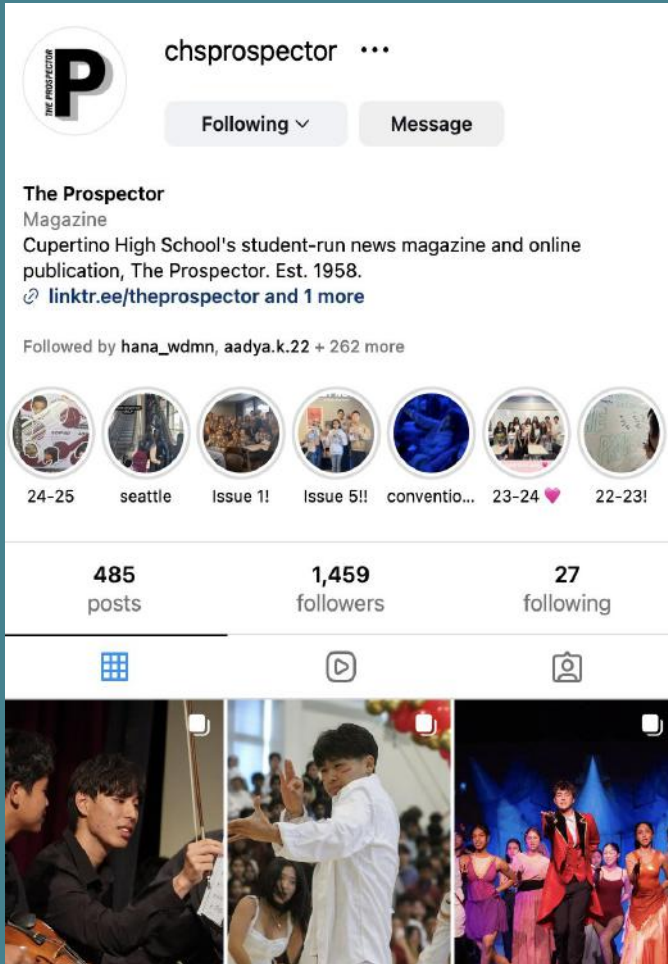




The Prospector

Best Use of Social Media Promotion

Instagram: @chsprospector

TikTok: @chsprospector

Flickr: @thechsprospector

While we use several different social media platforms for reporting and multimedia projects, Instagram is our main method of promotion due to its accessibility with our school. Therefore, this presentation will primarily focus on our use of Instagram.



Analytics

Current follower count:

1459

Reels published:

14

Posts published:

123

Stories published:

26

Growth at a Glance

Our improvements from last year

8.7% increase in followers

8.8% increase in posting

Our Approach

One of The Prospector's key goals in the 2024-2025 school year was timeliness and engagement — essentially, we wanted to ensure that our publication would have an unforgettable presence in our school. While part of this was done through our frequent social media reporting, through which we covered student events, sports games, community initiatives and more, another major aspect of our prominent presence was through our promotional content, through which we highlighted print, online and short-form social media articles, as well as other content we produced, such as video features or podcasts.

Management

ROUND	ARTICLE NAME	WRITER	SECTION	PUBLISH DATE	SOCIAL MEDIA (STORY) PROMO
1	Know Your Period Act	Angela Kim	News	☑ 04/27	☑ 04/28
1	The Ethics of Anti-Aging Culture	Saba Sharifolnasabi	Opinions	☑ 04/27	☑ 04/29
1	Athlete of the Month: Sophie Hua	Amrita Brar	Sports	☑ 04/27	☑ 05/02
1	Dead Poets Society	Zain Haseeb	In-Depth	☑ 04/27	☑ 05/02
1	J-Bowl/Cupertini no Linguists	Celine Zhang	Spotlight	☑ 04/27	☑ 05/03
2	Neha's Wildfire App	Laura Chen	Spotlight	☑ 05/04	☑ 05/05
2	The Met Gala: Display of Fashion or Runway for Out of Touch Luxury	Evelyn Liao, Aaron Luc	Arts & Culture	☑ 05/04	☑ 05/06

Instead of using multiple platforms like we did last year, we decided to centralize all of our organization on Google Suite. Social media managers, editors-in-chief and video editors collaborated on filming and publishing schedules for this promotional content, which included promotional videos, Instagram stories and Instagram posts.

	ISSUE 5 CALENDAR						
key	February 🍷						
all	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
print writers	2/2	2/3	2/4	2/5	2/6	2/7	2/8
online writers	Issue 5 Backlist + Pitching Requirements Due	Issue 5 Brainstorming Released		Section Editing 101		Page Editing 101	
section editors	2/9	2/10	2/11	2/12	2/13	2/14	2/15
page editors	Issue 4 Sendoff	Issue 4 Party	Pitch Docs Due	Full Class Print Brainstorming		Full Class Online Brainstorming	Article Assignments Released
copy	Issue 5 Brainstorming Due	Junior Issue 5 begins!				Article Preference Form Due	
online editors	2/16	2/17	2/18	2/19	2/20	2/21	2/22
EICs				NO SCHOOL			
				All Outlines Due	All Outline Edits Due	Spread Sketches Due	
	2/23	2/24	2/25	2/26	2/27	2/28	
	Online Draft 1 Due	Editor-Writer Check-ins	Online Draft 1 Copy Edits Due	Print Draft 1 Due	Print Draft 1 Content Edits Due	Family Friday	
		Online Draft 1 Content Edits Due		Adobe Link 1 Due		Print Draft 1 Copy Edits Due	

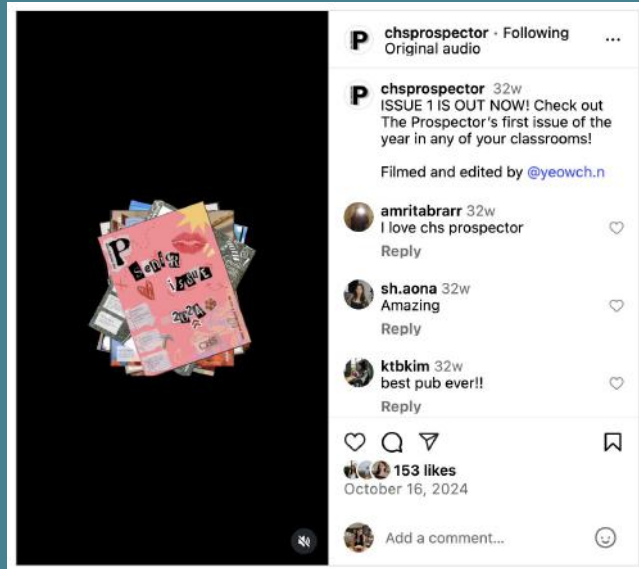
Types of Social Media Promotion

- Print Issue Promotion (Instagram Reel)
- Print Issue Promotion (Instagram Story)
- Online Article Promotion (Instagram Post)
- Online Article Promotion (Instagram Story)
- Multimedia Promotion (Instagram Reel)
- Podcast Promotion (Instagram Post)
- Staff Application Promotion (Instagram Post, Instagram Reel)

Print Issue Promotion

Print Issue Promotion (Instagram Reel)

ISSUE 1



<https://www.instagram.com/reel/DBMYOM8ySfZ/>

ISSUE 2



<https://www.instagram.com/reel/DCIK2jvyApc/>

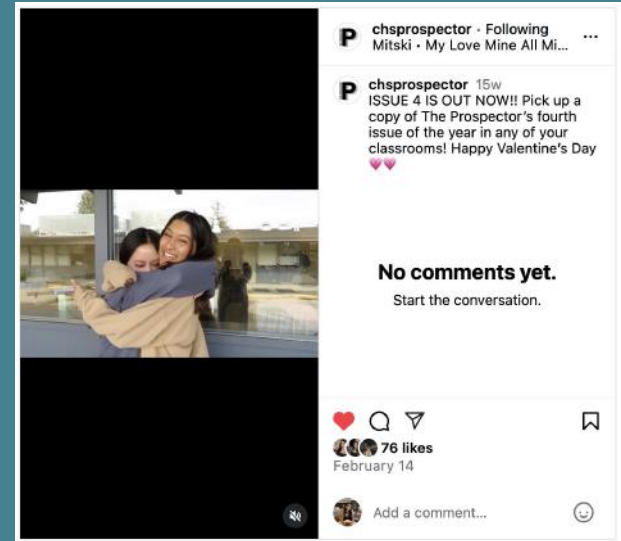
Print Issue Promotion (Instagram Reel)

ISSUE 3



<https://www.instagram.com/reel/DDiWksXJpmt/>

ISSUE 4



https://www.instagram.com/reel/DGEbc_hz9nE/

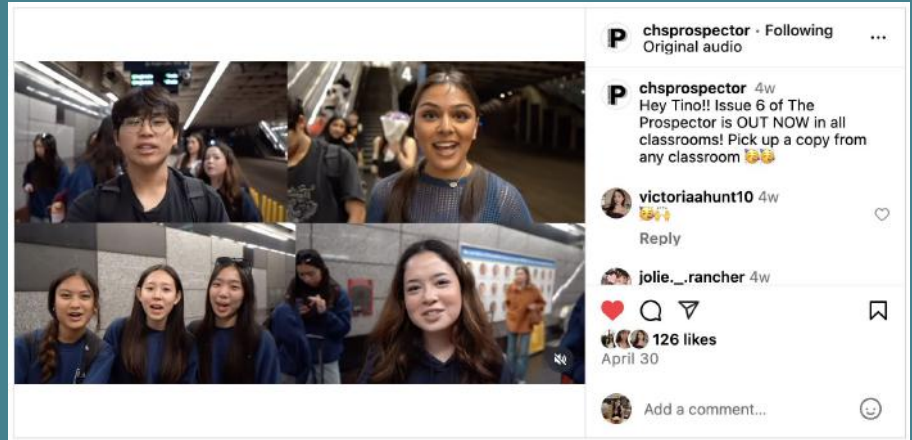
Print Issue Promotion (Instagram Reel)

ISSUE 5



<https://www.instagram.com/reel/DHlzBF8vf0y/>

ISSUE 6



<https://www.instagram.com/reel/DJFEi2bvW99/>

Print Issue Promotion (Instagram Reel)



Whenever we distributed a new print issue, leaving 11-15 copies in each classroom, Instagram reels was our primary method of promoting the newly released issues. Our video editors would include elements from the print articles themselves, mentioning certain key articles and creatively incorporating our staffers in the videos. Our staffers would also repost the promotional videos to their Instagram stories, ensuring that their following would also be aware of the newly distributed content.

Print Issue Promotion (Instagram Story)

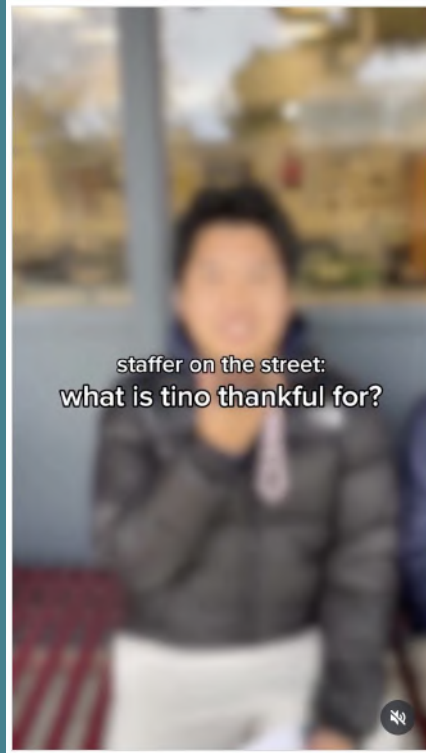


While distributing our print issues, we encouraged our staffers and other students on campus to participate in our Instagram story promotion, which consisted of short videos using the “Boomerang” feature on Instagram stories. By including students in our issue promotion, we aimed to engage the student body in an interactive way.

Images: Staffers and their classmates hold up newly released issues to the camera.

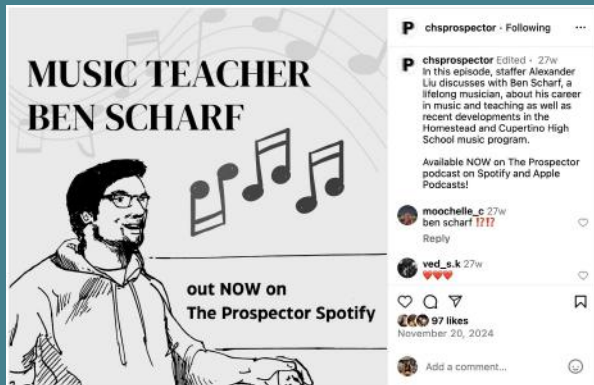
Multimedia Promotion

Video Series Promotion (Instagram Reel)



Prior to this school year, The Prospector's video and podcast rarely had any promotion, leading many to not realize that new content had been published. Especially as CHS continued to transition into a fully in-person high school experience, less people would check our website, YouTube or Spotify for new content, making this promotion even more crucial.

Podcast Promotion (Instagram Post)



Every podcast that we covered was promoted on our Instagram account, using audio clips from the podcast itself to give listeners an opportunity to listen to a short clip of the episode, hooking the audience.

Podcast Promotion (Instagram Story)



Using direct links to the podcast, in addition to the sound clip that allowed our social media audience to listen to a short portion of the podcast, we were able to direct further traction to our Spotify. We noticed that solely utilizing posts as a form of promotion was inefficient in directing our audience to external websites.

Application Promotion

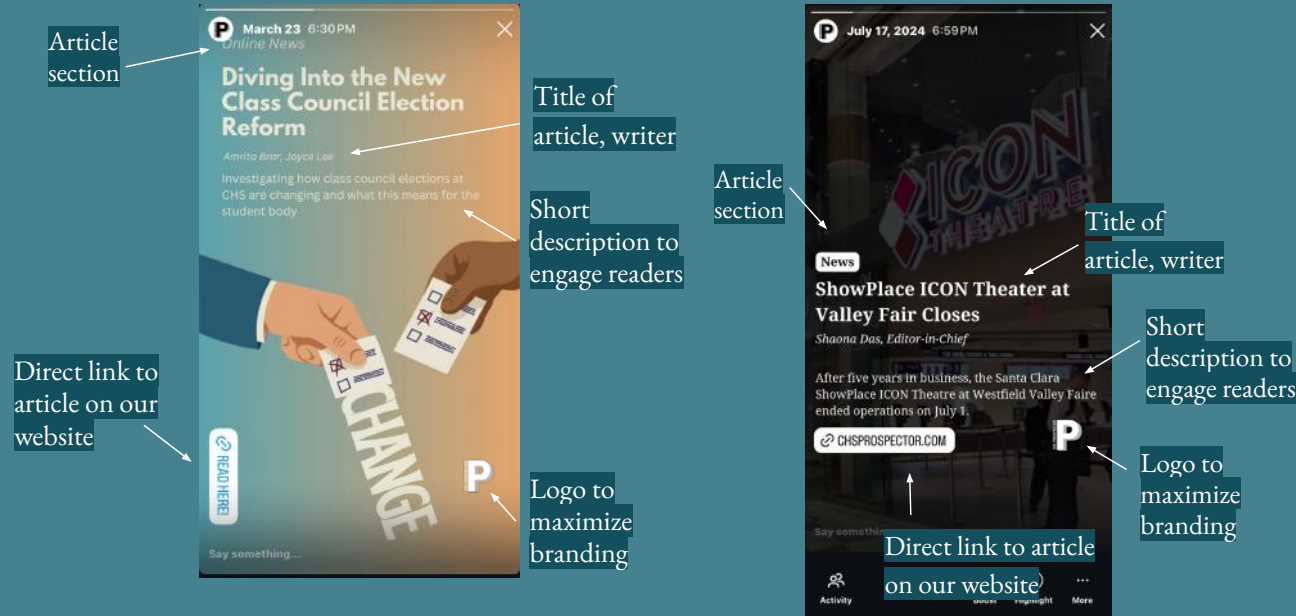
Application Promotion (Reels/Posts)



We used several Instagram reels, which tend to get the most engagement on the platform, as well as posts, to promote our staff applications, staggering them by several weeks to consistently remind potential applicants among the student body. As many of our new staffers stated they heard about our applications through social media, we have found that they have proven effective.

Online Article Promotion

Online Article Promotion (Instagram Story)

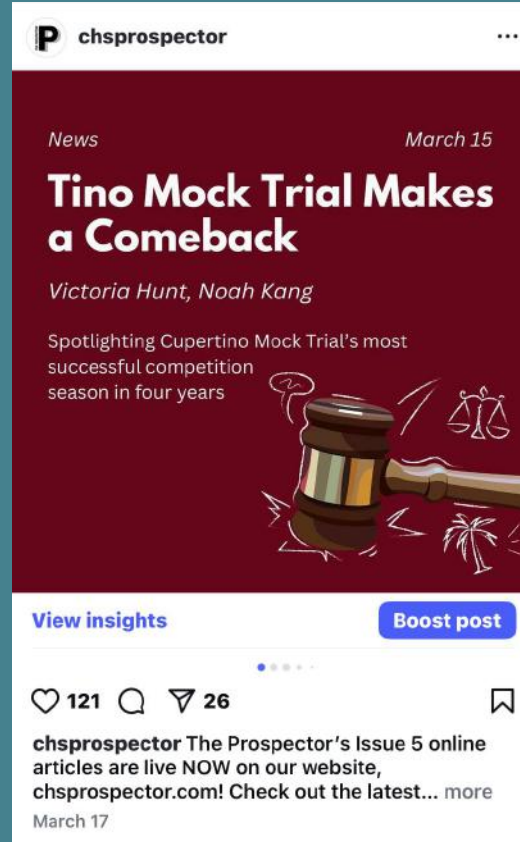


We noticed that our online articles were gaining less traction due to a lack of promotion of individual articles. While students were able to see the print magazine in person and were often drawn to the colorful spreads, students often

had little incentive to visit the new articles on our website. For this reason, we decided to use Instagram stories that could directly link the article to our website.

Online Issue Promotion (Instagram Post)

We also had Instagram posts for our new online articles, made by our social media editors, to promote the articles released on our website in the past month.



Online Issue Promotion (Instagram Post)



As the year went on, we improved on our timeliness, splitting the posts into multiple sections and releasing them as soon as each round of articles were published and using the Instagram stories as an individual follow-up or highlight. We also encouraged other staffers to participate in working on the graphics as they tried new positions as part of our junior issue system.